



## Healthy Worksite Newsletter

**Healthy Worksite • Healthy Workforce • Healthy Communities**

### Message from the NHWP Program Director

We are excited to announce the 104 employers selected to participate in the National Healthy Worksite Program (NHWP) from eight communities across the United States.

These employers, listed on pages two through five, were selected because of their demonstrated leadership support for the program and their commitment to set policies and procedures to meet the health and safety needs of their employees. Preference was given to interested employers who had a demonstrated health need that included high employee rates of obesity, tobacco use, diabetes or other chronic conditions.

We wanted to have diversity among the participating employers in the program – both with respect to size as well as industry sector. Thirty-seven percent of participants are small employers with 100 or less employees; 25% are mid-size employers with 101-250 employees; and the remaining 16% are the largest employers with 251-1,000 employees. There is also a variety of employer type within each community and across the entire program including agriculture (2%); construction (5%); manufacturing (11%); wholesale and retail trade (6%); transportation and warehousing (3%); finance, insurance and real estate (13%); and public administration (9%). The largest sector represented in the program is the service industry (51%) which ranges from services associated with health care and social assistance; education; professional, scientific, and technical; to waste management and remediation services. We are looking forward to collaborating with these employers and help them to build a culture of health within their organizations. In addition, we will highlight the work of these NHWP employers and communities as the program proceeds.

On page six is an article on *Steps To Wellness: A Guide to Implementing the 2008 Physical Activity Guidelines for Americans in the Workplace*. It's a great resource that provides easy steps on how to get employees moving. This tool kit includes ideas on how employers can create a wellness culture in the workplace by introducing physical activity programs.

As part of our spotlight series, this issue features Shelby County and the team of dedicated professionals who are working closely with participating employers in those communities. Check out page seven to learn more!

#### **Jason E. Lang, MPH, MS**

Team Lead for Worksite Health Programs, Division of Population Health  
National Center for Chronic Disease Prevention and Health Promotion

### September Webinar Small Employer Worksites

**September 12, 2013**

1–2:30 p.m. EDT

**Webinar  
Register Now!**

#### **Featured Speakers:**

##### **Dan Krick, PHR**

VP of People Resources, Lincoln Industries

##### **Ginny Hridel**

Product Manager of Health Insurance  
and Wellness Programs,  
Council of Smaller Enterprises

##### **Anne Marie Snell**

St. Lawrence Health Initiative

##### **Andrew Spaulding, MS**

Director of the Viridian Center for  
Community and Worksite Health

In this fifth subject matter enhancement webinar, the featured speakers will focus on practical guidance and recommendations for employers pertaining opportunities and challenges surrounding worksite health programs for small employers. To view previous webinars, click [here](#).

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**Somerset County, Maine****Hi-Tech Software Solutions**

small-size, services

**Town of Pittsfield**

small-size, public administration

**NES (NE Environmental Services)/****NIS (NE Installation Services)/NSS****(NE Scaffolding Services)**

small-size, construction

**Waste Management Disposal****Services of Maine**

small-size, services

**Good Will Hinckley**

small-size, services

**RSU 19 (Maine Regional School****Unit #19)**

small-size, services

**Maplecrest Rehabilitation and****Living Center**

small-size, services

**Somerset County Jail**

small-size, public administration

**Skowhegan Savings Bank**mid-size, finance, insurance and  
real estate**Kennebec Valley Community****College**

mid-size, services

**MSAD (Maine School****Administration District) #53**

mid-size, services

**Backyard Farms LLC**

mid-size, agriculture

**Skills Inc.**

mid-size, services

**Kern County, California****STEPS, Inc.**

small-size, services

**DV Assisted Living**

small-size, services

**JVD Assisted Living**

small-size, services

**WorkLogic HR**small-size, finance, insurance and  
real estate**City of Taft, California**

small-size, public administration

**Around the Clock Home Care**

small-size, services

**San Dimas Medical Group**

small-size, services

**Klein DeNatale Goldner Cooper****Rosenlieb & Kimball, LLP**

small-size, services

**Community Action Partnership****of Kern**

mid-size, services

**Housing Authority of County****of Kern**

mid-size, services

**The SpaceShip Company**

mid-size, manufacturing

**Bakersfield Heart Hospital**

large-size, services

**Golden Empire Transit**

large-size, transportation



Participating employers receive intensive onsite support and expertise in building their worksite health programs—putting in place a combination of programs, policy and environmental interventions to support physical activity, good nutrition and tobacco cessation.



“

My vision is that our employees will be healthier, and frankly, that includes me.”

**Linda Eviston***Executive Director, for STEPS, Inc.*



By implementing and expanding science-based strategies documented to effectively change unhealthy behaviors and improve health outcomes, employers can help improve the health of their employees and also control healthcare spending driven largely by chronic diseases.



## Marion County, Indiana

### ILab LLC

small-size, services

### One Click Ventures

small-size, retail

### HC1.com (formerly Bostech Corp.)

small-size, services

### The Broadbent Company, Inc.

small-size, finance, insurance and real estate

### H.J. Umbaugh and

### Associates CPA LLP

small-size, finance, insurance and real estate

### Med Shield, Inc.

small-size, finance, insurance and real estate

### Ciproms Inc.

mid-size, finance, insurance and real estate

### TKO Graphics

mid-size, manufacturing

### Bosma Industries for the Blind Inc. (Bosma Enterprises)

mid-size, manufacturing

### Day Nursery Association

mid-size, services

### Buchanan Group Inc.

mid-size, services

### CICOA Aging & In-Home Solutions

mid-size, services

### Indiana State Department of Health

large-size, public administration

## Shelby County, Tennessee

### Cotton Board

small-size, agriculture

### Dillard Door & Security

small-size, manufacturing

### YMCA of Memphis in the mid-South

small-size, services

### First South Financial Credit Union

mid-size, finance, insurance and real estate

### Independent Bank

mid-size, finance, insurance and real estate

### Victory University

mid-size, services

### Duncan Williams, Inc.

mid-size, finance, insurance and real estate

### Porter-Leath

large-size, services

### MCR Safety

large-size, manufacturing

### Shelby County Government Health Department

large-size, public administration

### Shelby County Division of Corrections

large-size, public administration





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Through this new initiative, employers can help lead efforts in preventing chronic diseases by adopting strategies that encourage employees to improve their health.”

**Ursula Bauer, PhD, MPH**

*Director of the National Center for Chronic Disease Prevention and Health Promotion*



**Congratulations to the employers who have been selected to participate in the National Healthy Worksite Program.**

**Buchanan County, Missouri**

**YMCA of St. Joseph**  
small-size, services

**Rolling Hills Consolidated Library**  
small-size, services

**YWCA of St. Joseph**  
small-size, services

**Midland Empire Resources for Independent Living**  
small-size, services

**United Cerebral Palsy of NWMO**  
small-size, services

**Nor-Am Ice and Cold Storage**  
small-size, manufacturing

**TD Supermarket Inc. - Apple Market**  
small-size, retail

**Progressive Community Services**  
mid-size, services

**LifeLine Foods, LLC**  
mid-size, manufacturing

**Hillyard Companies**  
mid-size, manufacturing

**Missouri Western State University**  
large-size, services

**Harris County, Texas**

**The Mission of Yahweh, Inc.**  
small-size, services

**DistribAire, Inc.**  
small-size, wholesale

**Brookstone LP**  
small-size, construction

**SSI Chusei, Inc.**  
small-size, manufacturing

**The YMCA of Greater Houston**  
small-size, services

**Salem Lutheran Church**  
small-size, services

**Thompson + Hanson**  
mid-size, wholesale

**DePelchin Children's Center**  
mid-size, services

**Cypress Creek Emergency Medical Services**  
mid-size, services

**Tellepsen**  
mid-size, construction

**ROSEN USA, Inc.**  
large-size, construction

**David Weekley Homes**  
large-size, construction

**Silver Eagle Distributors, L.P.**  
large-size, retail

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Many employers are unsure how to structure and design a comprehensive workplace wellness program. The National Healthy Worksite Program is a best-practice model for employers and provides training, tools, processes and resources to achieve a sustainable workplace health program.

”

**Brenda Schmidt**

*President and CEO of Viridian Health Management*

## Pierce County, Washington

**Roman Meal Company**  
small-size, wholesale

**United Way of Pierce County**  
small-size, services

**Tacoma Community House**  
small-size, services

**Tacoma Area Coalition of  
Individuals with Disabilities  
(TACID)**  
small-size, services

**Pierce County AIDS Foundation**  
small-size, services

**Brown & Brown - Tacoma**  
small-size, services

**McConkey Company**  
small-size, manufacturing

**Pediatrics Northwest, P.S.**  
small-size, services

**APA - The Engineered Wood  
Association**  
small-size, services

**Tacoma Housing Authority**  
mid-size, services

**Pacific Alaska Freightways, Inc.**  
mid-size, transportation

**Metropolitan Development  
Council**  
mid-size, services

**Greater Lakes Mental Healthcare**  
mid-size, services

**Brown & Haley**  
mid-size, manufacturing

**Tacoma-Pierce County Health  
Department**  
large-size, public administration

## Philadelphia County, Pennsylvania

**Solutions for Progress**  
small-size, services

**Spectrum Health Services Inc.**  
small-size, services

**Greater Philadelphia Chamber of  
Commerce**  
small-size, services

**F.A. Davis Company**  
mid-size, manufacturing

**North American Publishing  
Company**  
mid-size, manufacturing

**Philabundance**  
mid-size, services

**Project Home**  
mid-size, services

**Schnader, Harrison, Segal,  
and Lewis LLP**  
mid-size, services

**AmeriHealth Caritas Case  
Management Services**  
large-size, services

**AmeriHealth Caritas Executive  
Management**  
large-size, services

**AmeriHealth Caritas Information  
Technology**  
large-size, services

**Philadelphia School District**  
large-size, public administration

**AmeriHealth Caritas Call Center  
& Administration**  
large-size, services

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Our National Healthy Worksite Program is providing valuable tools to help employers create effective workplace wellness programs that will benefit employees and their families, their community, and the nation as a whole.

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**Tom Frieden, MD**

*Director of the Centers for  
Disease Control and  
Prevention*

8

**Counties**

104

**Employers**

75

**Percent expected  
participation rate for  
the National Healthy  
Worksite Program**

## Steps To Wellness: A Guide to Implementing the 2008 Physical Activity Guidelines for Americans in the Workplace

Being physically active is one of the most important steps that Americans of all ages can take to improve their health. Physical activity is a prime example of how lifestyle choices can have a profound effect on health. The choices we make about other lifestyle factors, such as diet, smoking and alcohol use, also have important and independent effects on our health.

*The 2008 Physical Activity Guidelines for Americans* (Physical Activity Guidelines) is the first set of guidelines on physical activity released by the U.S. Department of Health and Human Services. The Physical Activity Guidelines are a call to action and are needed because of the importance of physical activity to the health of Americans. Businesses and workplaces can play a significant role in helping to make these changes possible. By taking small steps to create a working environment where health and wellness are valued, employers can assist in creating a healthier workforce.

To aid in this process, the Centers for Disease Control and Prevention's (CDC) Division of Nutrition, Physical Activity, and Obesity has created Steps to Wellness, a tool kit that provides employers with easy and understandable steps on how to increase the physical activity of employees in their workplace. In addition to providing an overview of the Physical Activity Guidelines, this resource offers ideas and suggestions on how to create a wellness culture by incorporating physical activity programs in the workplace. It also offers examples of what other companies have done to promote physical activity and provides resources to help establish or strengthen a wellness program for employees.

Steps to Wellness provides seven specific steps to create, maintain and sustain physical activity and wellness programs:

- Step 1: Building Support — by making the business case.
- Step 2: Planning and Assessing — describes how to build a committee and gather information.
- Step 3: Promoting — describes how to market your program.
- Step 4: Implementing — describes four different tracks to follow to implement your program.
- Step 5: Evaluating — provides examples of different types of evaluations.
- Step 6: Sharing Results — provides ideas on how to share your program successes with others.
- Step 7: Sustaining — provides information on how to maintain your program investment.

For the full Steps to Wellness toolkit, click [here](#).



150

**minutes a week of physical activity recommended for adults.**



48

**percent of adults who meet the U.S. Physical Activity Guidelines.**



155

**million Americans who are overweight or obese.**

Healthy employees are productive employees. Click [here](#) to find out what you can do to help make sure your employees are healthy by promoting physical activity at your worksite.

## Community Spotlight: Shelby County

Shelby County, Tennessee, which includes the city of Memphis, is an urban community with 21,452 employers and 439,000 employees. Ranking 83rd out of Tennessee's 95 counties in health factors, Shelby County was chosen based on chronic health issues, need and resources.

Mary Cay Oyler, National Healthy Worksite Program Community Director for Shelby County, shares how First South Financial Credit Union has demonstrated excitement and commitment to the program in hopes of creating a healthier, happier workforce. First South Financial Credit Union is one of eleven Shelby County, Tenn., employers selected by the CDC to participate in the National Healthy Worksite Program.

"First South Financial Credit Union is highly dedicated to helping its employees to achieve their health and fitness goals," Oyler said. "Their wellness committee is thrilled to have access to the tools and information that the NHWP provides. In addition, being part of the NHWP allows First South Financial Credit Union to brainstorm with other selected employers and develop a wellness program that fits their needs."

Craig Esrael, chief executive officer and president of First South Financial Credit Union, has provided a tremendous amount of support for the program as well as setting the tone for senior management level commitment to the program.

"When I was very young, I had horrible eating habits with no fitness plan, thus suffered from obesity," Esrael said. "At the age of 14, I committed to a healthy lifestyle, so I appreciate and respect the discipline it takes to make the necessary changes in order to be healthier. This partnership will help us ensure that we have something for everyone, no matter their fitness level."

First South Financial Credit Union's wellness committee knows that making lifestyle changes can be difficult, but also that it doesn't have to be boring. The company is working on several ideas to ensure that its employees stay motivated and focused.

"One of our most successful endeavors is the Healthy Worksite Corkboard that promotes interaction between employees in 15 different locations," said Jodi Hill, senior vice president of finance and accounting at First South Financial Credit Union. "It mimics social networking sites by allowing employees to post topics for conversation. Employees have used the corkboard to ask health-related questions, share health resources such as local farmer's markets or boot camps, and share weight-loss accomplishments and/or struggles."

First South Financial Credit Union's senior leadership team really understands how the program will help the company and employees.

"I see how stress, poor nutrition and a sedentary lifestyle can negatively affect employees," said Jordan McMillen, vice president of human resources. "Healthier employees are happier employees, there's less absenteeism and negative attitudes. And with healthier employees, it can mean fewer health insurance claims."



“

Our healthy worksite committee is composed of several energetic and dedicated employees who will do whatever it takes to motivate and engage our team. Our partnership with the CDC will certainly help us continue to build on the outstanding foundation these employees have created.

The NHWP will help our company and employees. Healthy employees can definitely handle stress better and they set a good example for colleagues, their families and their friends. We also hope that this will have a positive financial impact on them as well by way of lower health insurance premiums. Anything that benefits our staff is good for the company overall. ”

**Craig Esrael**  
CEO and president,  
First South Financial Credit  
Union



## The Value of Community Partnerships

Employers' positions, as health care purchasers and respected community leaders, put them in a unique and powerful position to be change agents for community health. Poor health of workers and rising health care costs have gained employers' attention and made them key stakeholders in efforts to improve population health and the health care delivery system.

Employers rarely think about their organization's potential to help reform and improve the population's health and the U.S. health care system. Their investments in their own employees' health are much clearer and more relevant than investing in the broader community population. However, if employers and their workers are located in unhealthy communities, their investments can be compromised through higher medical claims and increased absenteeism. Employers can help improve the health and productivity of their employees by looking beyond the work site to the communities where their businesses and workers live.

Employers should consider many factors to ensure a strong and successful community partnership, including a shared vision for change and a commitment to invest in the partnership. View the [issue brief](#) to help determine your organization's readiness to form a community partnership.

For more information, view a [recent webinar](#) provided by the CDC that offers a comprehensive overview of various types of public-private partnerships to support employee health and the health of the broader community. This webinar focuses on the opportunities and challenges employers are confronting, along with practical actionable guidance and recommendations.

## New Public Service Announcement: Worksite Health Goes National

CDC has selected small- and mid-sized employers across the country to participate in a program that aims to help reduce sick days, improve healthy lifestyles, and control health care costs. The National Healthy Worksite Program encourages physical activity, healthy eating, and tobacco-free living through education and changes to the work environment. Let's make America a world leader in worksite health.

Click [here](#) to view this new public service announcement. For more information, visit <http://www.cdc.gov/nhwp>.



## Ask an Expert

### What are some great summertime tips to stay safe in the sun?

Summer's here, which means spending more time outside. Here are some helpful hints to stay sun safe and protect your skin from the sun's damaging rays.

**Cover up:** Long-sleeved shirts, long pants and wide-brimmed hats that shade the face, ears and neck provide the best protection from the sun.

**Slather it on:** Use sunscreen with an SPF between 30 and 50 that protects from UVA and UVB rays if you are spending time in the sun. Apply a 1-ounce dose about 30 minutes before you go outside, then reapply often. Be sure to use it on your face, neck and feet.

**Made in the shade:** The sun's ultraviolet rays are more intense at midday. Try to plan your activities for early morning or late afternoon. If you are outside, find shade like thick trees, a large umbrella or an open patio.

**Protect your eyes:** Use wrap-around sunglasses that block 100 percent of UVA and UVB rays. UV rays can damage the eye's surface and internal structures. Short-term exposure can burn the front surface of the eye while long-term exposure can lead to cataracts, skin cancer around the eyelids and other eye disorders.